

kentti

Brand Logo Kit

Complete logo files & usage guidelines for team use

Selected version: **EB Garamond** · 0.10em tracking

Font License	EB Garamond is licensed under the SIL Open Font License 1.1 . Free for commercial use, including logos, websites, packaging and print.
Trademark Status	"KENTTI" is a registered trademark in Class 25 (clothing) held by Yang Qi. US Reg. 5339890 (Active) & UK Reg. UK00003362609.

Primary Logo Variations

Use the transparent PNG for most digital and print applications. Use the white or black background versions when a solid background is required.

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Transparent PNG
Default for web / PPT / posters

White Background
For documents / printing



Black Background
For dark surfaces / contrast

Editable Vector

The SVG file contains the actual font embedded, so it remains editable in Adobe Illustrator, Figma, Sketch or any vector editor. No additional font installation is required to open the SVG, but install **EB-Garamond-400.ttf** on your computer if you want to type additional Kentti materials using the same typeface.

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kentti-logo-eb-garamond-0.10em-editable.svg

Application Examples

These mockups show how the logo should appear across common brand touchpoints.

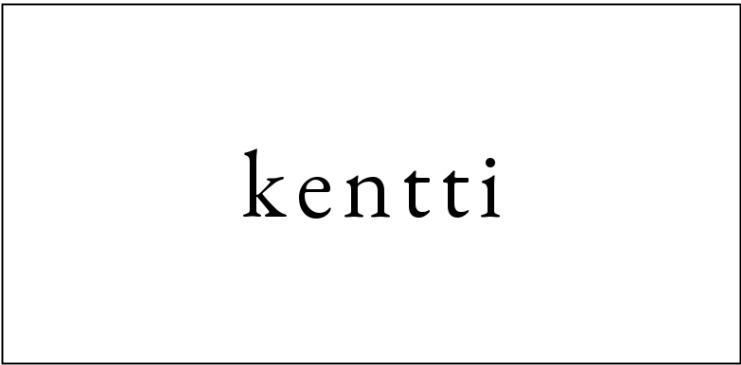
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Social Avatar (Circular)
WeChat / Xiaohongshu / Instagram

Social Avatar (Square)
WeChat Official Account / Douyin

Social Cover / Banner
Website header / event backdrop



Hang Tag / Label Mockup

Complete File Index

All files are included in the kentti-logo folder. Use the table below to pick the right file for each task.

File	Format	When to use
kentti-logo-eb-garamond-0.10em-transparent.png	PNG (transparent)	Default logo for websites, decks, posters
kentti-logo-eb-garamond-0.10em-white-bg.png	PNG (white bg)	Documents, print proofs, light backgrounds
kentti-logo-eb-garamond-0.10em-black-bg.png	PNG (black bg)	Dark surfaces, contrast layouts
kentti-logo-eb-garamond-0.10em-editable.svg	SVG (vector)	Scaling to any size, design editing
kentti-logo-eb-garamond-0.10em-avatar-square.png	PNG 1080×1080	WeChat, Douyin, Xiaohongshu profile
kentti-logo-eb-garamond-0.10em-avatar-circular.png	PNG 1080×1080	Circular crop avatar for Instagram/TikTok
kentti-logo-eb-garamond-0.10em-social-cover.png	PNG 1500×500	Website banner, event backdrop, cover photo
kentti-logo-eb-garamond-0.10em-hangtag-mockup.png	PNG 800×400	Internal reference for label/hang tag layout
EB-Garamond-400.ttf	Font file	Install to type additional materials
OFL-License-EB-Garamond.txt	Text	Font license for legal/compliance records

Usage Notes

- **Do not** stretch, distort, or rotate the logo.
- Maintain clear space around the logo equal to the height of the lowercase “k”.
- Use black or dark gray on light backgrounds; use white on dark backgrounds.
- For very small sizes, prefer the SVG vector to keep edges sharp.
- The 0.10em tracking version is the selected master; the 0.15em and Cormorant versions are retained as alternates only.